



# City of Carrollton Comprehensive Plan Draft Community Vision, Future Development Map and Character Areas





## Introduction

The Community Agenda is the key component of the Comprehensive Plan. Per the State Planning Recommendations, the Agenda presents the community's vision for the future, key issues and opportunities the community chooses to address during the planning period, and the implementation program. The Community Agenda responds to the data gathered and represented in the Community Assessment based on public input and includes the vision of a community, a short and long term work program, and a list of policies for decision making.

## Community Vision

The Community Vision is intended to paint a picture of what the community desires to become. It provides a complete description of the development patterns to be encouraged in the jurisdiction. The Vision for the City of Carrollton was developed as a part of the Carrollton Comprehensive Plan process. The Vision was refined and updated as part of the Community Participation Program for this Comprehensive Plan Update and is presented below.

## General Vision Statement

The Vision for Carrollton began with and was largely influenced by public participation that included a series of meetings with community residents, where participants engaged in likes and dislikes exercises, public discussion, and a designed Community Survey. This visioning process took place during the year 2006 and early 2007 and also included input from the Carrollton Planning and Zoning Commission and Comprehensive Plan Steering Committee.

*The vision for Carrollton's future is one of a balanced community where residents and visitors can live, work and play in a safe, attractive and unique environment. Carrollton will preserve and grow from its historic downtown center, maintaining its small-town atmosphere, encouraging a pedestrian-oriented way of life, connecting the community through new pathways and open spaces, and enhancing the sense of place that is derived from the city's history. Carrollton will develop and expand its economy through innovation and investment in education and supportive infrastructure. Carrollton will enhance its cultural richness and diversity through community-building institutions, events and investments. And at all times, the City of Carrollton will promote improvement to the quality of life in the community by fostering a welcoming small-town atmosphere, community-wide economic prosperity, excellent recreational opportunities, a healthy environment with abundant green spaces, and lifelong learning opportunities.*

## Future Development/Character Areas Map

The Map on the found on page 3 delineates the boundaries of the City of Carrollton's Character Areas. The Character Areas shown in the Future Development Map are based on the Community Assessment. The Future Development Map was refined using community and staff input. The areas requiring special attention in the Community



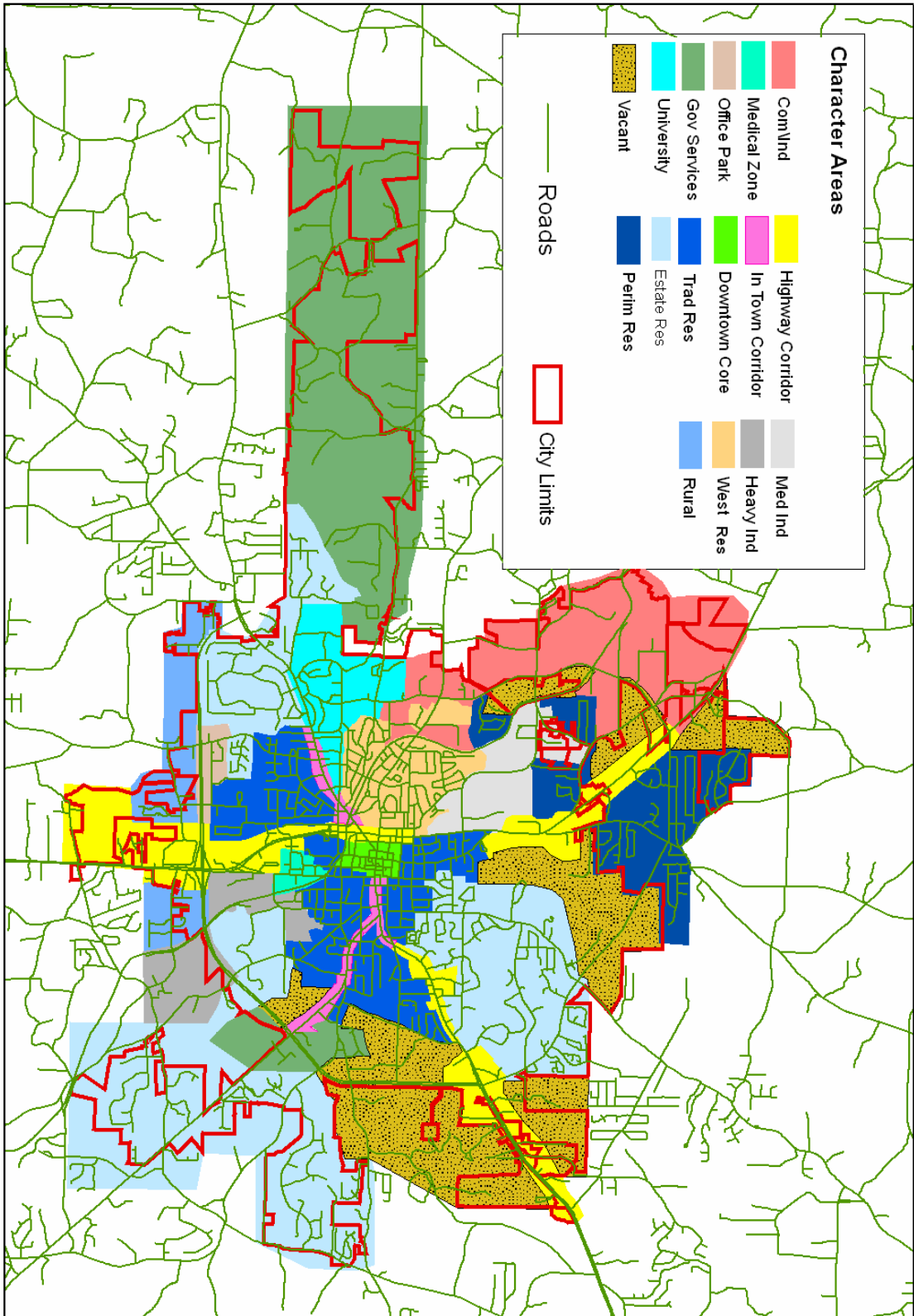
Assessment was also considered when fine-tuning the Future Development Map. There are sixteen distinct Character Areas in Carrollton, which include:

- Commercial Industrial
- Medical Zone
- Office Park
- Government Services
- University
- Vacant
- Highway Corridor
- In Town Corridor
- Downtown Core
- Traditional Residential
- Estate Residential
- Perimeter Residential
- Medium Industrial
- Heavy Industrial
- West Residential
- Rural

Each Character Area is described in detail on the pages following the Future Development Map. The descriptions include the patterns of development to be encouraged and specific land uses/zoning categories to be allowed. Implementation Measures and Quality Community Objectives for the Character Areas follow after the Character Area descriptions.



## Carrollton Character Areas





What follows is a preliminary framework of observed likely character areas for the City of Carrollton identified by ground-level observation with potential development strategies based upon suggestions by the Georgia Department of Community Affairs.

## **RESIDENTIAL**

**Estate Residential** Area where typical types of suburban residential subdivision development have occurred. Characterized by low pedestrian orientation, little or no transit, high open space, high to moderate degree of building separation, predominantly residential with scattered civic buildings and varied street patterns, often curvilinear.

- Foster retrofitting of these areas to better conform to traditional neighborhood development (TND) principles.
- This includes creating neighborhood focal points by locating schools, community centers, or well-designed small commercial activity centers at suitable locations within walking distance of residences.
- Add traffic calming improvements, sidewalks, and increased street interconnections to improve walk-ability within existing neighborhoods.
- Permit accessory housing units, or new well-designed, small-scale infill multifamily residences to increase neighborhood density and income diversity.

**Perimeter Residential** Area where pressures for the typical types of suburban residential subdivision development are greatest (due to availability of water and sewer service). Without intervention, this area is likely to evolve with low pedestrian orientation, little or no transit, high open space, high to moderate degree of building separation, predominantly residential with scattered civic buildings and varied street patterns, often curvilinear.

- Promote moderate density, traditional neighborhood development (TND) style residential subdivisions.
- New development should be a master-planned with mixed-uses, blending residential development with schools, parks, recreation, retail businesses and services, linked in a compact pattern that encourages walking and minimizes the need for auto trips within the subdivision.
- There should be strong connectivity and continuity between each master planned development.
- There should be good vehicular and pedestrian/bike connections to retail/commercial services as well as internal street connectivity, connectivity to adjacent properties/subdivisions, and multiple site access points.



*Illustrative example of Perimeter Residential during development*



- Encourage compatible architecture styles that maintain the regional character, and do not include “franchise” or “corporate” architecture.
- Wherever possible, connect to regional network of greenspace and trails, available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes.
- Promote street design that fosters traffic calming such as narrower residential streets, on-street parking, and addition of bicycle and pedestrian facilities.

**Rural Residential** Rural, undeveloped land likely to face development pressures for lower density (one unit per two+ acres) residential development. Typically will have low pedestrian orientation and access, very large lots, open space, pastoral views and high degree of building separation. Typically automobile focused. There is a mixture of uses to serve highway passers-by, rural and agricultural areas. Maintain rural atmosphere while accommodating new residential development by:

- Permitting rural cluster or conservation subdivision design that incorporate significant amounts of open space.
- Encourage compatible architecture styles that maintain the regional rural character, and should not include “franchise” or “corporate” architecture.
- Wherever possible, connect to regional network of greenspace and trails, available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes.
- Can be designed for greater pedestrian orientation and access, more character with attractive clustering of buildings within the center, leaving open space surrounding the center.

**Traditional Neighborhood** Residential area in older part of the community typically developed prior to WWII. Characteristics include high pedestrian orientation, sidewalks, street trees, and street furniture; on-street parking; small, regular lots; limited open space; buildings close to or at the front property line; predominance of alleys; low degree of building separation; neighborhood-scale businesses scattered throughout the area. Already exhibiting many of the characteristics of traditional neighborhood development (TND), these older neighborhoods should be encouraged to maintain their original character, with only compatible infill development permitted. The City of Carrollton has two areas of traditional neighborhoods that each call for their own redevelopment strategies: Eastside and Westside.



*Longview Street is an example of Traditional Neighborhood Development*





**East** A neighborhood having relatively well-maintained housing, possess a distinct identity through architectural style, lot and street design, and has higher rates of home-ownership. Location near declining areas of town may also cause this neighborhood to decline over time.

- Focus on reinforcing stability by encouraging more homeownership and maintenance or upgrade of existing properties.
- Vacant properties in the neighborhood offer an opportunity for infill development of new, architecturally compatible housing.
- Include well-designed new neighborhood activity center at appropriate location, which would provide a focal point for the neighborhood, while also providing a suitable location for a grocery store, hardware store, and similar appropriately-scaled retail establishments serving neighborhood residents.
- Strong pedestrian and bicycle connections should also be provided to encourage these residents to walk/bike to work, shopping, or other destinations in the area.

**West** An area that has most of its original housing stock in place, but housing conditions are worsening due to low rates of homeownership and neglect of property maintenance. There may be a lack of neighborhood identity and gradual invasion of different type and intensity of use that may not be compatible with the neighborhood residential use.

- Focus on strategic public investments to improve conditions, appropriate infill development on scattered vacant sites, and encouraging more homeownership and maintenance or upgrade of existing properties.
- Public assistance and investment should be focused where needed to ensure that the neighborhood becomes more stable, mixed-income community with a larger percentage of owner-occupied housing.



*Alabama Street is an example of West Residential Development*

- Vacant properties in the neighborhood offer an opportunity for infill development of new, architecturally compatible housing.
- The neighborhood should, however, also include well-designed new neighborhood activity center at appropriate location, which would provide a focal point for the neighborhood, while also providing a suitable location for a grocery store, hardware store, and similar appropriately- scaled retail establishments serving neighborhood residents.



## **COMMERCIAL**

**Major Highway Corridor** Developed or undeveloped land on both sides of designated high-volume transportation facility, such as arterial roads and highways.

- Maintain a natural vegetation buffer (at least 50 feet in width) along the corridor.
- All new development should be set-back behind this buffer, with access roads, shared driveways or inter-parcel road connections providing alternate access to these developments and reducing curb cuts and traffic on the main highway.
- Encourage landscaped, raised medians to provide vehicular safety, aesthetics, and also pedestrian crossing refuge.
- Provide pedestrian facilities behind drainage ditches or curb.
- Provide paved shoulders that can be used by bicycles or as emergency breakdown lanes.
- Coordinate land uses and bike/pedestrian facilities with transit stops, if applicable.
- Manage access to keep traffic flowing; using directory signage to developments.
- Unacceptable uses: new billboards.



*South Park Street (Hwy 27) is a prime example of Major Highway Corridor development*

**In-Town Corridor** Developed or undeveloped land paralleling the route of a street or highway in town that is already or likely to experience uncontrolled strip development if growth is not properly managed.

- Gradually convert corridor to attractive boulevard with signage guiding visitors to downtown and scenic areas around the community.
- The appearance of the corridor can immediately be improved through streetscape enhancements (street lights, landscaping, etc.).
- In the longer term, enact design guidelines for new development, including minimal building setback requirements from the street, to ensure that the corridors become more attractive as properties develop or redevelop.
- Corridors leading to town centers or downtown, in particular, should be attractive, where development is carefully controlled (or redevelopment tools are used) to maintain or improve appearances.
- Reduce the role and impact of automobiles in the community by employing attractive traffic-calming measures along major roadways and exploring alternative solutions to parking congestion.
- Provide basic access for pedestrians and bicycles, consider vehicular safety measures including driveway consolidation and raised medians (which also improve safety for bike/pedestrians).





- Coordinate land uses and bike/pedestrian facilities with transit stops where applicable.

### **COMMERCIAL & INDUSTRIAL**

**Medical Zone** Centrally located in the community and with prime highway access this area is centered on Tanner Medical Center. The hospital is surrounded by medical offices and affiliated industries. Development can be characterized by relatively small setbacks, high automobile orientation, and extensive use of impervious surfaces.

- Focus upon encouraging pervious paving and screening of cars and other unattractive aspects of businesses.
- Use buffers to separate from adjacent uses.
- Encourage greater mix of uses (such as retail and services to serve office employees) to reduce automobile reliance/use on site.

**Commercial/Industrial Mix** Area used in low intensity manufacturing, wholesale trade, and distribution activities that do not generate excessive noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance characteristics.

- Develop or, where possible, retrofit as part of planned industrial park having adequate water, sewer, storm-water, and transportation infrastructure for all component uses at build-out. Incorporate landscaping and site design to soften or shield views of buildings and parking lots, loading docks, etc.
- Incorporate signage and lighting guidelines to enhance quality of development.

### **Office Park**

- Focus upon encouraging pervious paving and screening of cars and other unattractive aspects of businesses.
- Use buffers to separate from adjacent uses.
- Encourage greater mix of uses (such as retail and services to serve office employees) to reduce automobile reliance/use on site.

**Medium Industrial** Land used in moderate intensity manufacturing, assembly, processing activities where noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, or other nuisance characteristics may occasionally be observed off-site. Secondly, there may be sporadic low intensity manufacturing, wholesale trade, and distribution activities. Encourage greater mix of uses (such as retail and services to serve industry employees) to reduce automobile reliance/use on site.



*Medium Industrial Example*



- Encourage further mixing with lower intensity industrial and commercial activities.
- Develop or, where possible, retrofit as part of planned industrial park having adequate water, sewer, storm-water, and transportation infrastructure for all component uses at build-out. Incorporate landscaping and site design to soften or shield views of buildings and parking lots, loading docks, etc.
- Incorporate signage and lighting guidelines to enhance quality of development.



*Industrial Uses Located Adjacent to Railroad/Freight Terminals*

**Heavy Industry** Land used in higher intensity manufacturing, assembly, processing activities where noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance characteristics are not contained on-site. Encourage greater mix of uses (such as retail and services to serve industry employees) to reduce automobile reliance/use on site.

## **SPECIAL AREAS**

**Government Services** This designation is actually comprised of development of several different characters, but its use necessitates specialized treatment. With the exception of the spray fields in the western arm of the city (which do not easily fit into another category), the Government Services character largely area has a campus-style layout very similar to a traditional office park. Central buildings surrounded by open spaces are primarily oriented for automobile access with virtually no pedestrian access internally or externally. In some areas broad expanses of land are designated for active and passive recreational uses.

- Incorporate landscaping and site design to soften or shield views of buildings and parking lots, loading docks, etc.
- Improve pedestrian access to areas designated for recreational uses.



*Carroll County Correctional Facility and adjacent uses is a prime example of Government Services*



**University Area** The University of West Georgia and its associated activities are of major importance to the future of this community. The land area attributed to this character area includes some areas with traditional residential attributes (which would otherwise be included in the Westside residential character area), medium-high density residential (on-campus). The main body of the campus could easily be characterized as a moderately dense office park or government services. However, due to the unique nature of the institution and its prime importance it has been designated separately.

### **Downtown Core**

A focal point for several neighborhoods that has a concentration of activities such as general retail, service commercial, professional office, higher-density housing, and appropriate public and open space uses easily accessible by pedestrians. The Area also comprises the traditional central business district.



*The Square of downtown Carrollton*

- Each Town Center should include a relatively high-density mix of retail, office, services, and employment to serve a regional market area.
- Residential development should reinforce the town center through locating higher density housing options adjacent to the center, targeted to a broad range of income levels, including multi-family town homes, apartments and condominiums.
- Design for each Town Center should be very pedestrian-oriented, with strong, walkable connections between different uses.
- Road edges should be clearly defined by locating buildings at roadside with parking in the rear.
- Include direct connections to the greenspace and trail networks.
- Enhance the pedestrian-friendly environment, by adding sidewalks and creating other pedestrian-friendly trail/bike routes linking to neighboring communities and major destinations, such as libraries, neighborhood centers, health facilities, commercial clusters, parks, schools, etc.

**Vacant** Areas in which use may vary but which are typified by expansive tracts of undeveloped land. Tracts may be interspersed with residential development, usually rural, or industrial activities. These areas could easily be targeted for future development though some parcels may require annexation.